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Message Text

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64
ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 PRS-01 DRC-01 /061 W
---------- 109864
R 151543Z MAR 74
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 6719
USIA
USDOC WASHDC
INFO AMEMBASSY SOFIA
AMEMBASSY VIENNA

UNCLAS FRANKFURT 1662

VIENNA FOR EWTC AND REX

E.O. 11652: N/A
TAGS: BEXP, BU
SUBJECT:US PARTICIPATION PLOVDIV FAIR 1974

1. FISCHER MET WITH EUROPEAN SALES MANAGER AND EXPORT MANAGER JOHN DEERE MARCH 15 IN MANNHEIM.

2. DEERE,ALTHOUGH NOT ACTIVE IN BULGARIA, IS WELL AWARE OF MARKET WHICH THEY DESCRIBE AS "BOTTOMLESS PIT." DEERE'S PROBLEM WITH EAST EUROPEAN SALES IS INABILITY TO RAISE PRODUCTION LEVELS TO MEET DEMAND. AS RESULT DEERE HAD DECIDED TO STAY OUT OF PLOVDIV UNTIL 1975 WHEN PRODUCTION HAD BEEN INCREASED. UNFORTUNATELY PARTICULAR MACHINE BULGARD WOULD LIKE TO SEE IN PLOVDIV (WAGON MODEL 216 AND FORAGE HARVESTER 5400) IS PARTICULARLY IN DEMAND, ESPECIALLY IN HUNGARY AND IS NOW BACK ORDERED THROUGH FIRST HALF 1975.

3. AFTER DISCUSSIONS, HOWEVER, DEERE EXECUTIVES AGREED TO REVIEW SITUATION REGARDING PLOVDIV PARTICIPATION. THEY HAVE AGREED TO EXHIBIT AT BUDAPEST (SEPT 11-19) WHICH PUTS PARTICULAR STRAIN ON MANPOWER NEEDED FOR
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EXHIBITIONS.

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EXPORT MANAGER. DR THEODOR HESS, HAD BEEN CONTACTED BY
MOLINE HEADQUARTERS, PRESUMABLY AS RESULT OF PROMOTINAL
LETTER, BUT HAD RECOMMENDED AGAINST EXHIBIT OR GROUNDS
THERE WAS NO REASON TO SELL PRODUCTS THEY COULD NOT PRO-
DUCE. FISCHER POINTED OUT INPORTANCE OF FAIR AS WAY OF
MEETING KEY FOREIGN-TRADE AND GOVERNMENT OFFICIALS,
CONTACTS WHICH COULD BE FOLOWED UP IN 1975. HESS
AGREED TO DISCUSS QUESTION AGAIN WITHMOLINE AND GIVE
EARLY DECISION. KEY OFFICIAL IN DECISION IS DIRECTOR
EXPORT DIVISION, HANS BECKERER, MOLINE, ILLINOIS. REQUEST
WASHINGTON AGENCIES CONTACT BECKERER TO EMPHASIZE ADVANTAGES
OF PLOVDIV AS INEXPENSIVE AND EFFICIENT WAY OF METING
BULGARIAN OFFICIALS. HESS SUGGESTED THAT IF FORAGE WAGONS
NOT AVAILABLE FOR DISPLAY HE WOULD CONSIDER BALING EQUIP-
MENT AS POSSIBLE ALTERNATIVE.HARLAN

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
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Disposition Remarks:
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